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Feb. 22, 2005  
 Contact: Teri Rizvi  
 rizvi@udayton.edu

## NEWS RELEASE

### WALL STREET GURU ABBY JOSEPH COHEN, FED GOVERNOR BEN BERNANKE PART OF ALL-STAR LINE-UP OF KEYNOTE SPEAKERS AT RISE SYMPOSIUM

DAYTON, Ohio — *BusinessWeek* once called investment strategist Abby Joseph Cohen "the prophet of Wall Street."

Wherever Ben Bernanke, a governor of the Federal Reserve Board, speaks, Wall Street listens. His words can impact financial markets.

Cynthia Glassman and her fellow four commissioners at the U.S. Securities and Exchange Commission cracked down on corporate America last year with a record number of fines following a wave of business scandals.

Add H. Lee Scott, president and CEO of Wal-Mart, the largest retail chain in the world, Dr. Bob Froehlich, of CNBC "Squawk Box" fame, and Samuel Zell, the biggest landlord in the history of the United States, and you've got the makings of an all-star line-up that includes 17 internationally recognized industry leaders.

Wall Street will come to the University of Dayton March 30-April 1 for the fifth annual RISE (Redefining Investment Strategy Education) symposium. More than 1,000 participants, including undergraduate and graduate finance students and professors from universities across North America and regional business professionals, will interact with these heavy hitters in what's believed to be the world's largest student investment strategy symposium. It's co-sponsored by the most prestigious names in finance — the New York Stock Exchange, *The Wall Street Journal*, CNBC and Deutsche Asset Management — with UD's School of Business Administration. Last year, a portion of the keynote talks were videocast to business students at the Sir John Cass Business School, the top undergraduate business school in London, and 250,000 people in 125 countries.

"We're providing unprecedented access to a greater number of keynote speakers of this caliber than students — and professionals — can find anywhere else," said David Sauer, associate professor of finance and executive director of the RISE symposium.

Similar to last year, the University of Dayton will open part of its internationally

recognized symposium to business professionals – portfolio managers, accountants, lawyers and others in the financial services industry – who want to learn from the best in the field and interact with tomorrow's money managers. The cost for the March 30 keynote day at the University of Dayton Arena is \$175, and includes a box lunch and dinner. The program will run from 8 a.m. until 8:30 p.m. and feature discussions on the economy, bond market, Federal Reserve perspective, stock market, corporate governance and real estate. Registration deadline is March 14. There will be no on-site registration. Call (937) 229-3384, e-mail [udrise@udayton.edu](mailto:udrise@udayton.edu) or see [udrise.udayton.edu/brochure.htm](http://udrise.udayton.edu/brochure.htm). Keynote speakers include:

- Ben Bernanke, board of governors, Federal Reserve System
- Richard Berner, chief U.S. economist, Morgan Stanley
- Abby Joseph Cohen, chair of investment policy, Goldman Sachs & Co.
- Joe Deane, portfolio manager, Citigroup Asset Management
- Dr. Bob Froehlich, chairman of investor strategy committee of Deutsche Asset Management, Americas, and vice chairman of Scudder Investments
- Chris Garman, head of high yield strategy for Merrill Lynch
- Cynthia Glassman, commissioner, U.S. Securities and Exchange Commission
- Al Goldman, chief market strategist for A.G. Edwards & Sons
- Gary Gordon, chief investment strategist for UBS Financial Services
- Lyle Gramley, senior economic advisor with the Stanford Washington Research Group
- Hugh Johnson, chief investment officer for First Albany Capital
- Nancy Lazar, chief U.S. economist for International Strategy and Investment
- Jonathan Litt, lead real estate investment trust analyst for Smith Barney
- John Robertson, portfolio manager, Deutsche Bank Real Estate
- H. Lee Scott, president and CEO of Wal-Mart
- Francois Trahan, chief investment strategist for Bear Stearns
- Samuel Zell, chairman and CEO of Equity Group Investments, L.L.C.

Students and faculty participating in the three-day symposium will attend specialized breakout sessions, a career strategies forum, security analysis and portfolio management workshops and may enter an optional student-managed portfolio competition. They will also predict the best- and worst-performing sectors for the year through a poll. The results will be released during the symposium.

"It was an amazing experience for me to sit on the stage with such prestigious players on Wall Street and interact with them," said Kristen Klaus, who served on a student panel during last year's RISE symposium and landed a job with Merrill Lynch Investment Managers in New York City upon graduation from UD last spring.

At the University of Dayton, undergraduates manage \$3.6 million of the University's endowment and consistently beat their benchmark. The University of Dayton's fund ranks among the top 15 largest student-managed portfolios in the country.